



## RRC Foundation Announces Mr. & Mrs. Bill Byers as 2021 Grand Marshal for the 70th Anniversary of the Rochester Area Hometown Christmas Parade

**Rochester, MI** – The Rochester Regional Chamber of Commerce (RROC) is pleased to announce Mr. & Mrs. Bill Byers as the 2021 Grand Marshal for the 70th anniversary of the Christmas Parade. Grand Marshals are selected based on a person's involvement and investment in our community.

Byers says, "All in all, I am very pleased and proud to receive this award. It is a privilege to be recognized by members of my community, for something that I have done both professionally and personally, in the area. I have always enjoyed helping others and serving my community. I believe the better one benefits their community; the more others will like their community. This will make for a nicer community to live in, and in turn will be better for business."

Byers Wrecker Service Inc., a family-owned business has been in the area since it was started by Gene Byers in 1951. In June of 1975, Bill Byers was gifted a wrecker for his 16th birthday, forever changing his future and giving him a passion for the family business. In 1993, he bought the business from his father, starting with 7 tow trucks which has now grown to a fleet of over 45 trucks, with equipment at 3 locations. While headquarters remain in Rochester, Byers Wrecker Service supports other locations in Clarkston and Lapeer, and services Northern Detroit suburbs. This includes law enforcement and municipalities, dealerships, and the motoring public.

Over the years, William (Bill) Byers and his family have been heavily involved in our community.

He spent 30 years, a firefighter, serving the City of Rochester and eventually retiring from Oakland Township. For 14 years, he worked as a part time Sheriff's Deputy in Oakland County. Since 1976, one of his favorite things to be involved in is the Rochester Area Hometown Christmas Parade.

Additionally, he advocates for safer roadways. Byers is the Founder and President of Move Over Michigan, a non-profit 501c3 Corporation, which was put together to bring awareness of the State Move Over Law, to the motoring public. This law says that one MUST move over or MUST slow down, if possible, when approaching a stopped tow truck, fire truck, law enforcement vehicle, or any service vehicle, with its lights on, that is working on the roadway.

For eight years, Byers served as President of the Michigan Towing Association and is currently the Chairperson for the Legislative Committee. He is also a member of the Towing Recovery Association of America, the mid-west representative of the Towing Recovery Association of America, and Legislative Advocacy Network, for eight states. He is a member of the International Towing and Recovery Hall of Fame Museum and serves on the Oakland Sheriff's Advisory Council.

Overtime, Bill Byers and Byers' Wrecker Service has received several awards. The awards include:

- Towing companies in the Top 100 in the country, from American Towman Magazine,
- Top 10 Wreckmaster in the world, a worldwide towing training organization,
- Oakland County Sheriff's Lifesaving Award
- Oakland County Sheriff's Outstanding Citizens Award,
- Towing Recovery Association of America (TRAA), a distinguished service award,
- Tow Times Magazine Industry Champion Award,
- as well as other numerous awards from local Fire Departments and Law Enforcement Agencies; these awards were given to us for assisting them and training with them.

In 2017, Byers was nominated and voted into the International Towing and Recovery Hall of Fame, the highest honor in the world, that can be bestowed on an individual in the towing industry.

Congratulations Bill and Sharon Byers! We are excited to honor you as the Grand Marshals for the 70th Annual Rochester Area Hometown Christmas Parade on December 5.

*The Mission of the Rochester Regional Chamber of Commerce is to provide leadership and resources to advance business development in partnership with civic, cultural and educational interests for the benefit of its members and the community.*

**Our Address:**  
71 Walnut, Suite 110  
Rochester, MI 48307

**Phone:** (248) 651-6700  
**Email:** info@rrc-mi.com

**Visit our website:** [www.rrc-mi.com](http://www.rrc-mi.com)

## COLUMN

# Is your dentist listening?

This may be a strange question to ask because most people would assume that physicians, dentists, and other health providers need to listen to their patients in order to properly treat them. We have realized that this is not always the case in dentistry. Many patients that have contacted our office have complained about "not being listened to" by their dentist and being given plans that did not provide the outcomes that the patient was interested in. There are always options when it comes to dental work. Educating the patient on the various options is the key to giving them information they need to make the best decision for themselves. Health providers can't "assume" that they know what the patient wants.

When you first become a new patient in a dental office, are you given the opportunity to discuss your goals for treatment and share any concerns you may have with your dental health? I hope the answer is "yes." Unfortunately, that first visit in many dental offices is the standard dental cleaning with x rays, and an exam. Many times the patient misses the opportunity to discuss specific issues or questions they have about their dental health. By taking the time to really listen to patients and hear about their past dental experiences, dentists can provide optimal results and a positive dental experience.

Recently, we had a patient come to our office and

explain that they were "terrified to go to the dentist." Did you know that 36% of the population suffers from dental anxiety and fear? This is much more common than people think, and if the dentist is not aware of this patient's fear and concerns, most of these patients will leave and never have dental work completed. This particular patient was given extra time so that we could truly understand his fears and give him ways to overcome his dental anxiety. After a discussion and comprehensive exam, we were able to take care of all of his dentistry in 2 visits with sedation dentistry. He said that it was the best dental experience he has ever had and was so thankful that we took the time to listen to him so that we could properly treat him.

Another example of the importance of listening involved a patient with extremely crowded and unhealthy teeth that made him feel self-conscious to smile. He avoided the dentist for years because he was embarrassed of his smile and was even afraid of being "judged" by a dental office due to his years of neglect. Thankfully, we took the time to listen to his concerns and he realized that we were only there to help him and to educate him on his options. He thought that braces were the only way to give him a straight and healthy smile. We also discussed the op-



**Dentally Speaking**  
by Jeffrey S. Haddad D.D.S.

tion of porcelain veneers that would replace his old, failing dental work and straighten his teeth at the same time. After a consultation with an orthodontist, who we referred him to, he decided to have porcelain veneers on his upper teeth and Invisalign with the orthodontist on

his lowers. He was thrilled with his results and is ready to hit the dating scene again! By taking the time to listen to our patient, we were able to make him feel comfortable and put him at ease with his dental situation. In the end, the patient has the confident smile he has always wanted and has a new dental home.

It is so important for patients to be given the opportunity to voice their concerns and what they want to achieve. This will result in successful treatment for the patient and a successful relationship with the dentist and the entire dental office.

*Jeffrey S. Haddad, DDS of Doolin & Haddad Advanced Dentistry, completed his dental education at the University of Michigan in 2001. Dr. Haddad is a fellow of the prestigious Las Vegas Institute for Advanced Dental Studies. He lectures nationally on cosmetic dentistry, TMJ and sleep disorders and dental implants.*

*For more information, visit [www.rochesteradvanceddentistry.com](http://www.rochesteradvanceddentistry.com).*

## VETERAN'S DAY PRAYER

Dear Lord,

Today we honor our veterans, worthy men and women who gave their best when they were called upon to serve and protect their country.

We pray that you will bless them for their unselfish service in the continual struggle to preserve our freedoms, our safety, and our country's heritage, for all of us.

Bless them abundantly for the hardships they faced, for the sacrifices they made for their many different contributions to America's victories over tyranny and oppression.

We respect them, we thank them, we honor them, we are proud of them. We pray that you will watch over these special people and bless them with peace and happiness.

*By Joanna Fuchs*

*Prayer credit: Actionministries.net*